



KEEPER OF THE DREAM

Sponsorship Opportunities

Never afraid to go against the grain, **BENJAMIN LANE** is not only a former Keeper of the Dream Scholarship winner but also a dedicated mentor to his peers and a fierce advocate for inclusion.

Through his commitment to both his studies and understanding, Ben has made his presence felt in the classroom and around campus, and he is determined to break down barriers and bring people together.

Join the movement, and help students like Ben make a difference.

KEEPER OF THE DREAM

SCHOLARSHIP AWARDS CELEBRATION

The Keeper of the Dream Scholarship Awards Celebration honors the legacy of the late civil rights leader Dr. Martin Luther King, Jr. Five thousand dollar scholarships are awarded to students who best demonstrate exceptional leadership qualities through their involvement on campus and in the community. Students are recognized for breaking down racial and cultural stereotypes, promoting unity among all people and fostering a campus environment rich in diversity and multiculturalism.

Every year on MLK Day, more than 800 people attend this annual celebration, to recognize student achievement and hear an inspiring message from a human rights activist, author, actor or noted individual who has contributed to interracial understanding. Previous speakers include: Jurnee Smollet-Bell, Lee Daniels, Danny Glover, Harry Belafonte, Coretta Scott King, Martin Luther King III, Edsel B. Ford II, Daymond John, Lou Gossett Jr, Common, Susan Taylor and Levar Burton.



KEEPER OF THE DREAM

SCHOLARSHIP AWARDS CELEBRATION

PRESENTING SPONSOR – \$50,000 (Exclusive)

Includes \$5,000 Scholarship

Pre-Event Marketing

- Exclusive recognition in Speaker Promotional Video
- One pre-event press release acknowledging your company as Presenting Sponsor
- One pre-event Facebook post, tagging your company as Presenting Sponsor
- Media Releases (TV, Facebook, Instagram, and other social media associated with the KOD Awards Celebration)
- Interactive Instagram posts and tweets sharing a link to your company's website or Facebook page
- Company name on the event invitation

During Event

- Welcome address (1-2 minutes) by executive representative
- Introduce Keynote Speaker
- Acknowledgement at the KOD Awards Celebration by Oakland University President, Dr. Ora Hirsch Pescovitz
- Prominent acknowledgment and logo in event program
- Corporate logo displayed on the large, electronic screen in the general session room during breaks in the program
- Prominent acknowledgment on VIP event signage
- Acknowledgment in KOD awards celebration video

Post-Event Follow Up

- Group photo signed by scholarship recipients
- Recognition in KOD article (oakland.edu and oakland.edu/cmi)
- Presenting Sponsor and thank you in OU Magazine (100,000 plus distribution)
- Prominent KOD web page logo display
- Electronic copy of program
- Follow up social media posts
- Invitation to all African American Celebration Month events
- Invitation to Career Services Diversity Networking Mixer
- Opportunity for one on one virtual meeting with scholarship recipient

SPONSORSHIP

OPPORTUNITIES

AFRICAN AMERICAN CELEBRATION SPONSOR – \$10,000

- Includes all other scholarship sponsor benefits
- Company recognition on African American Celebration marketing materials
- Company recognition on African American Celebration webpage
- Acknowledgment at African American Celebration opening ceremony
- Invitation to all African American Celebration Month events
- Invitation to Career Services Diversity Networking Mixer
- Opportunity for one on one virtual meeting with scholarship recipient

SCHOLARSHIP SPONSOR – \$5,000

- One pre-event press release acknowledging your company as a scholarship sponsor
- Media releases (TV, Facebook, Instagram, and other social media associated with the KOD Awards Celebration)
- Interactive Instagram posts and tweets sharing a link to your company's website or Facebook page
- Company name on the event invitation
- Acknowledgement at the KOD Awards Celebration by OU President, Dr. Ora Hirsch Pescovitz
- Prominent acknowledgment and logo in event program
- Your corporate logo displayed on the large, electronic screen in the general session room during breaks in the program
- Prominent acknowledgment on VIP event signage
- Acknowledgement in KOD awards celebration video
- Recognition in KOD article (oakland.edu and oakland.edu/cmi)
- Scholarship sponsor and thank you in OU Magazine (100,000 plus distribution)
- Prominent KOD web page logo display (oakland.edu/kod)
- Personalized letter and photo of scholarship recipient
- Electronic copy of the program
- Follow up social media posts
- Invitation to all African American Celebration Month events
- Opportunity for one on one virtual meeting with scholarship recipient

SPONSORSHIP

OPPORTUNITIES (continued)

VISION SPONSOR – \$3,500

- Acknowledgment at the KOD Awards Celebration by OU President, Dr. Ora Hirsch Pescovitz
- Company name on the event invitation
- Acknowledgement in the event program
- Acknowledgement on the VIP event signage
- KOD web page logo display (oakland.edu/kod)
- Media releases (TV and social media associated with KOD Awards Celebration)
- Invitation to all African American Celebration Month events

UNITY SPONSOR – \$2,500

- Acknowledgment at the KOD Awards Celebration by OU President, Dr. Ora Hirsch Pescovitz
- Company name on the event invitation
- Acknowledgment in the event program
- KOD webpage logo display (oakland.edu/kod)
- Media releases (TV and social media associated with KOD Awards Celebration)
- Invitation to all African American Celebration Month events

For sponsorship information, contact:
Tanya Griffith
Corporate and Foundation Relations
Wilson Hall, Room 119
(313) 244-7901
tgriffith@oakland.edu

Please send camera-ready artwork (EPS, TIFF, PDF or JPEG high resolution file) to: jmbakaric@oakland.edu.

To ensure your corporate sponsorship is acknowledged in all pre-event media releases, please respond no later than the last business day of October.



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